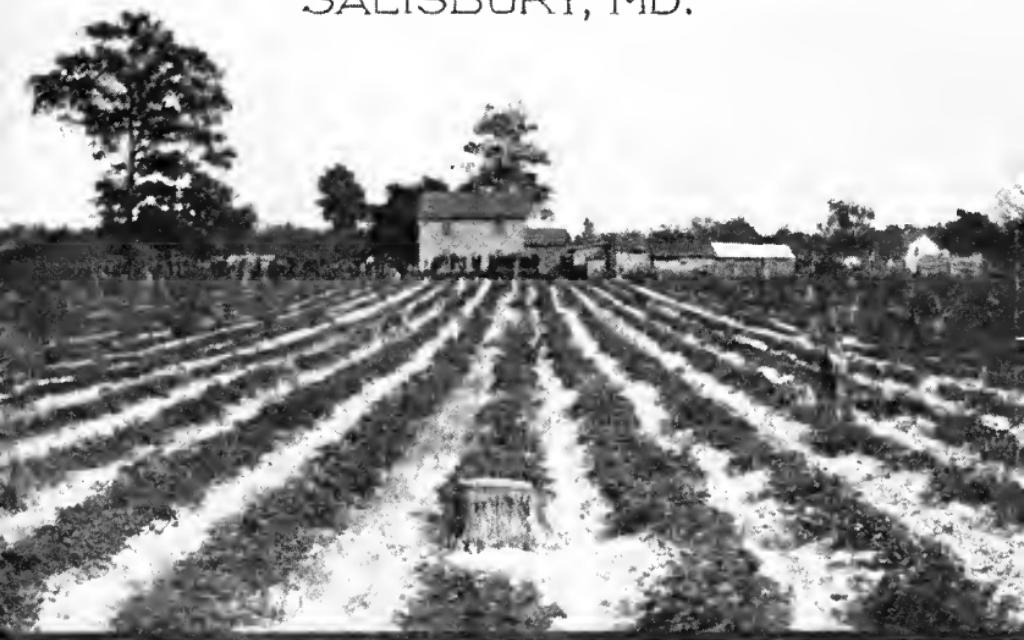


A  
EN'S  
BOOK OF BERRIES  
1921



THE W·F·ALLEN CO.,  
SALISBURY, MD.



Three Fields from which Plants will be dug to supply  
our customers this season. Photographed  
September 5, 1920.

## Looking Ahead--1921

---

Believing that there was a great future in strawberry growing, and that the spring of 1921 would witness a great demand for good strawberry plants, we tried to prepare for it. Two years ago we commenced tilling a piece of new ground, getting it ready for strawberry plants. Today our main field of strawberry plants contains about 55 acres, about 40 of which are fresh new land. Last fall (1919) we put on this field over 600 tons of stable manure. In the spring we set it in plants. The season has been wet, but by constant hoeing we have kept the field clean and have today one of the largest and finest stocks of plants we have ever grown.

As many of our old customers know Mr. W. F. Allen and three of his sons are actively and financially interested in building up this business. In plant shipping season two of the sons are in the packing house nearly all the time and they pack all of the express orders themselves. The third son packs the small orders. We believe the fact that all the plants are handled by those vitally interested in the business and who know by years of experience how to pack and handle plants enable us to give unsurpassed service.

To market gardeners and home gardeners, large growers and small growers, old customers and new customers, we offer you the best. Excellent plants, long vigorous roots, healthy crowns, fresh dug daily, twenty-five in a bunch, good count, each bunch labeled, prompt shipment, unsurpassed packing, courteous treatment. May we have your order?

---

## Instructions to Purchasers

---

**ORDER AT ONCE.** As soon as convenient after receiving this catalog. Late in the season we may be sold out of some varieties, but if ordered early the plants are reserved for you, to be shipped at proper time for planting. This is especially important this year when high prices for berries have made such a big demand for plants. Reports we have from growers all over the country indicate that the crop is almost as short as last year's exceedingly short supply, with more than twice the demand. To be doubly sure of getting just what you want when you want it, ORDER EARLY.

**REMIT** by Money Order, Registered Letter, or Bank Draft. Postage Stamps will be accepted for the fractional parts of a dollar, the larger denominations preferred. Foreign customers will please send Money Order on Salisbury, Maryland, or Bank Draft payable in New York.

**WRITE PLAINLY.** Fill in all blanks on the order sheet, as they are necessary for proper shipment, especially your name and address. When writing in reference to an order, give its number and give your name the same as was sent on the order.

**TIME OF SHIPMENT.** We commence to fill fall orders November 1st, and ship all winter to sections where the conditions are suitable for fall and winter planting, as in California and some parts of the South. Early spring, March and April, is by far the best time to set strawberry plants in the middle and northern States. **Our shipping season ends May 1st.** We will, however, fill a limited number of orders in the first and second week of May and put them in the best possible condition, but at purchaser's risk. It is very important to have your plants shipped **early**. Read on page 7 under "Time to Plant." The reason your plants should be shipped early in the season is that plants are dormant and will stand digging and shipping much better than after the growth has started. Don't order plants from us during the summer months, expecting orders to be filled before the first of November. Our plants are not ready and we can't do it. We don't grow potted plants.

**NORTHERN GROWERS.** It is important for best results to set your plants early. We can dig and ship plants almost any

time during the winter and spring months, while many Northern Nurseries cannot dig until after your best planting season.

Have plants shipped early, as directed on page 8, before they are too far advanced. Heel them in, in some protected place, giving a light covering of straw, and they will be right at hand to plant, just when you want them, when conditions are right for planting.

Or, if to be kept only a day or two before planting, loosen up the lid, and put the crate without unpacking, into some cool protected place, and the plants will keep in excellent condition.

**ON RECEIPT OF PLANTS.** Where the climate is not so severe, place the package containing the plants in a cool place, protected from wind and sun, at once on arrival. Be sure to keep the roots moistened while planting. If it is impossible to set the plants as soon as received, take them out of the crates, and bed them in by digging a V-shaped trench in soft, moist soil, preferably in the shade; open the bunches of plants and bed them in the trench by pressing the soil firmly to the roots, being careful not to cover the buds or crowns. Water thoroughly as soon as bedded.

**TWENTY-FIVE.** All plants are tied twenty-five in a bundle and each bundle labeled.

**PACKING.** We make no charges for boxing or packing at rates quoted in this catalog. Everything is delivered f. o. b. trains at rates named.

**AT PURCHASER'S RISK.** All plants ordered shipped after May 1st will be packed and shipped in the best condition possible, but at purchaser's risk.

**TRUE TO NAME.** While we use every precaution to have all plants true to name (and we believe we come as near doing this as anyone in the business) we will not be responsible for any sum greater than the cost of the stock, should any prove otherwise than as represented.

**Claims, if any, must be made on receipt of goods. We cannot become responsible for stock that is allowed to lie around your station, or express office, for neglect of purchaser or his employees to care for stock after it has been received, or for misfortune caused by drought, floods, insects, etc. These things are entirely beyond our control.**



#### Planted 5,000—Lost None.

CLAY COUNTY, FLA., December 30, 1919.

Please send me your price-list of plants as soon as you can, as I want some plants to set in February, if possible. The 5,000 plants I got from you last spring are excellent. Lost none. Made 40,000 plants from them and now I have the largest plants in the country. That is what everybody says that sees them. I have picked some Missionaries since December 12th.

JOSEPH BOLT.

#### Not Lowest Priced, but Cheapest.

HENRY COUNTY, TENN., February 28, 1920.

Please ship to my address, Paris, Tenn., the following strawberry plants: You will find check \$44.50 enclosed. We can get plants for much less money, but my experience with you and others convinces me that your plants are the cheapest of any I have ever bought, and feel sure you will not disappoint me this time.

J. H. BAYER.

#### Promptness Agrees With Testimonials.

CHARLOTTE COUNTY, January 13, 1920.

Thank you for your promptness in sending us your catalog. We are sending you a small order. I wish to add that we heartily agree with all the complimentary testimonials on the superiority of your plants and too much cannot be said in favor of your Premier.

MRS. J. R. STURGIS.

#### Knows From Past Experience.

LEHIGH COUNTY, PA., February 10, 1920.

I have purchased a farm for myself and will need quite a few strawberry plants this spring, and knowing from past experience of the excellent results from your plants, I take the opportunity to write to you now so as to get the plants in time. Please send me your latest catalog. With best wishes for your continued success, I am,

CLAYTON L. RHOADES.

1931  
DEC 8



Klondyke.

## Profit and Pleasure in Growing Strawberries

The outlook for strawberry growers was never better than now. For the commercial grower, the market is large and constantly growing, and many things tend to increase the demand and insure profitable prices. For the home garden fresh ripe strawberries are always good, and there is nothing more conducive to health and happiness than plenty of luscious berries in season, and plenty on the pantry shelves, canned and preserved, when not in season.

### Profitable Prices

Strawberries have been a very profitable crop for the past two years, and all indications are that they will continue so. The very high prices in some of the wholesale markets may not be fully maintained, but they are almost certain to stay at profitable levels, and those who have a local or retail market are even more certain to enjoy good markets. Following are some of the facts that lead us to this conclusion.

**1. Usual Markets.** The regular strawberry demand (hotels, restaurants, grocery trade, home canning, preserving, etc.) will be greater than ever this year. Fruit has been considered a luxury, but it is being more widely recognized all the time as a necessity—a promoter of health. And those who consider strawberries a luxury will want them all the more for that reason. The constantly increasing population and the "million-a-year" immigrants must be fed.

**2. High Wages are Still Maintained.** Although prices of some things are coming down a little, high wages still continue. The people are able and willing and anxious to buy fancy strawberries. Grow them some.

**3. Cheaper Sugar** will tend to increase the use of berries by everybody. Pantry shelves that were left without strawberries last winter on account of the short crop and high prices for berries and doubly high price for sugar, will be filled now that sugar is lower. The use of fresh fruit will be increased. "Juice men" will be more willing to increase their pack. More berries will be used.

**4. Prohibition and Fruit Juices.** Prohibition has created an enormous demand for fruit juices for soda fountain and other purposes, the strawberry flavor being a great favorite. At many large shipping points "juice men" consistently outbid regular buyers, except for the very fanciest fruit.

**5. Commercial Canning and Preserving** of strawberries is becoming more important yearly. Jams, jellies and conserves are being manufactured and sold under many different brands. In many factories berries are bought at the city markets and "done up" at once. Manufacturers are also going right to the shipping points, buying berries, and putting them in barrels with sugar. They are then shipped to the factory for use as above. We sold over 40,000 quarts for this purpose alone last year. These outlets not only provide a larger market but help keep the fresh fruit market up by taking the smaller, overripe, and sandy fruit. Poor fruit is what gluts a market. The demand for fancy fruit is immense—and at good prices.

**6. Scarcity of Labor.** Berry growing takes a relatively large amount of labor. This very fact tends to keep the supply down and the prices up. And it makes it all the more certain that you can get profitable prices for every quart you can grow. Our advice is to plant all you can take care of, and arrange to take care of every one you can. That's what we are going to do.

**Little Money is Needed to Start** a berry patch. Besides the plants, a dibble or trowel for planting, and a hoe and cultivator for working, are all the equipment needed.

**A Family Business.** The small farmer with a large family is in a position to grow lots of berries now. He can utilize the labor of his family at comparatively easy work and at a business which will pay well. The work is healthy, the pay is good, and the children can work in the open air and with their parents.

**The Boys and Girls can be Kept on the Farm** by getting them interested. A patch of strawberries, say  $\frac{1}{4}$  to 1 acre will afford them pleasant, easy, intelligent work and at this time, will yield profit enough to keep them interested in the farm, a chance that doesn't often happen, as most farm work is less remunerative than other lines of endeavor.

**Real Estate Values** are increased by growing intensive crops like strawberries. So much can be done on a small piece of ground, that often rich, high priced land in and near cities and large towns, can be profitably planted to strawberries.

**Quick Returns.** We know of no other fruit crop that bring returns so quickly. A ful. crop in about 13 or 14 months. No other fruit can match strawberry growing in this respect.

**Second Crop.** A second and sometimes a third crop of berries almost equal to the first crop can be had at very little additional expense.

#### Did Fine.

PAWNEE COUNTY, OKLA., April 17, 1920.

Please send me your prices on strawberry plants. I will have to set a new patch. The last plants I got from you did fine.

M. G. CUSTER.

#### Never Saw Better Roots.

FAYETTE COUNTY, KY., April 17, 1920.

The strawberries came in good shape, and I never saw any with better roots in my life. I thank you for sending them so promptly.

MISS LUCY W. BERRY.

#### No Such Roots at any Price.

COOK COUNTY, ILL., February 3, 1920.

I bought about 5,000 plants last year from you and they are fine. Have bought plants from all the big growers, but never seen such roots at any price as you furnish.

RAY SIMPSON.

#### Never Saw Finer Plants.

DONIPHAN COUNTY, KAN., March 23, 1920.

Will you very kindly forward enclosed order for plants so it will reach me not later than April 10th. In this locality we are compelled to get our strawberry plants early. Trusting you can fill this order with as good plants as I have received from you in former orders. Never saw finer.

MRS. R. O. SUMMER.

#### Best and Freshest.

CHESTER COUNTY, PA., April 16, 1920.

I received the plants today and I want to thank you for your prompt shipment and fine condition of plants. They are the best and freshest plants that I have ever received, and I have had them from a great number of different firms.

LEO A. HAENN.

## Home Strawberry Gardens

The very reasons we have outlined above, indicating high prices for strawberries, make it important to have a strawberry bed in every home garden.

**Nearly Everybody Likes Strawberries.** The best strawberries are those that are grown in your own garden and picked fresh from the vines as you use them. They are delicious, and they joy of having nice fresh berries for your own table fully repays for the small effort required to plant and grow them. By using the ever-bearer, Progressive, the berry season can be extended thru the summer and early fall, until freezing weather.

**Your Grocery Bill** will be greatly lessened by having your own strawberry garden. Not only do you save the cost of the berries you usually buy, but you have more delicious fruit than you ever buy, especially at the high prices which are bound to prevail for berries the next year or two. You also save the cost of other things you don't want, or need, now that you have plenty of strawberries.

**Preserved Strawberries** are the most delicious of all the sweet foods we eat in winter. When you have them to buy at 20 cents or 30 cents per quart, you are not likely to preserve as many as you need. Have your own strawberry garden and there will be plenty for daily use on the table and for preserving also.

With cheaper sugar you will be anxious to use more of these healthy, delicious berries and to "do up" more for winter use.

**Extra Money.** At the high prices which are sure to prevail a little extra money can be had very easily from the home strawberry garden. 500 to 1,000 plants will produce sufficient berries for a large family and leave a good many to sell. There will be a market for them. If you have room for them in your garden try a good big plot. It will pay.

---

### Arrived in Fine Shape.

BENTON COUNTY, ARK., April 13, 1920.

The strawberry plants we ordered arrived yesterday in fine shape, and we are highly pleased with them.

A. J. UMHOLTZ.

---

### Intends to be Steady Customer.

BANNOCK COUNTY, IDAHO, February 18, 1920.

I received your catalog a few days ago, and am sending you an order today. I am well pleased with the plants you sent me last year, and I intend to be a steady customer.

F. A. SCHLADERMAN.

---

### Have Done Fine.

NORTHUMBERLAND COUNTY, VA., 1920.

Your plants have done fine for me, and I recommend them to all my friends.

MRS. W. L. RUSSELL.

---

### Knows How to Handle Plants.

DOUGLAS COUNTY, NEB., April 22, 1920.

Your plants arrived on the 20th of April. They arrived in fine shape. I am well pleased with them. Hustler in place of Bubach don't make any difference. Thank you very much for the extras. The Allen Company certainly knows how to handle plants.

BRUNO WAONER.

---

### Growing Beautifully.

LOS ANGELES COUNTY, CAL., April 30, 1920.

The plants came in elegant shape and are growing beautifully.

J. H. MAHAN.

---

### Growing Fine.

ANNISON COUNTY, VT., August 5, 1920.

We received strawberry plants all fine, and they were in very good shape when we got them. They are certainly nice plants now. They are growing fine.

NORMAN BLAIR.

---

### Very Satisfactory Results.

SMYTH COUNTY, VA., April 1, 1920.

Please send me your book and prices on strawberries. I have bought plants from you before with very satisfactory results.

F. R. BAILEY.



Picking Big Joe, One of the Best.

## Cultural Directions

Strawberries will thrive in any type of soil that is not dry sand or water-logged clay. They will often give good crops in soils that have been given poor preparation. But, like other crops, they respond quickly to good cultivation.

One of the first essentials in producing a good crop of berries is plenty of moisture. Springy land that is well drained is therefore the best type of soil. But on other types water can be conserved by cultivation or by mulching, or in most cases there may be enough natural rainfall at fruiting time. Any good garden soil will produce good crops of strawberries.

**Preparing the Land.** Potatoes, tomatoes, beans, cabbage, and other truck crops usually leave the ground in excellent condition for strawberries. This is because they are kept well cultivated for a good part of the season and are usually well manured and fertilized.

In all cases, sod land should be avoided for strawberries, as the **white grubs** winter over in such land and cut off young plants when set the following spring. If you have no other land available, plow the land during the fall and many of the grubs will be killed out during the winter.

We believe the best preparation for strawberries under our conditions is as follows: Whatever the preceding crop, plow the land in fall or winter, spread broadcast with stable manure (8-15 tons per acre). Disc this in. In the spring plow the land again if it has become hard. If it is still in good condition for planting run the rows (a three furrowed list leveled off by raking or dragging will put it in nice condition for planting). If in some cover crop like clover, rye, etc., we would apply the manure whenever available and plow under as early in the spring as possible.

We strongly urge the use of the cover crop wherever possible.

**Time to Plant—Important.** In the extreme South **stock plants**, free from nematode and rust, should be planted in February, March, or early April. In the middle States, March and April are the best planting months. In the North—**April**. Plant in early spring, just as soon as you can get your ground in condition. This gives plants as long a growing season as possible, and the plants are set and growing before hot, dry weather comes on. **Be sure** to have your plants on hand when you are ready for them. Have your plants shipped early (not later than April 15th to 20th—earlier if possible) and heel them in in some protected place and cover with straw until you can plant.

---

### Lost None out of 1,500.

DELAWARE COUNTY, O., January 5, 1920.

It is nearing the time to order strawberry plants, and I had such extra good luck with your plants last spring. Out of 1,500 I lost none, so I am asking you to please send me a 1920 catalog so I may make out my order. Yours for success, I remain,

F. T. BROCKLESLY.

---

### Arrived O. K.—Nice Plants.

MEIGS COUNTY, O., April 9, 1920.

I enclose check for \$23.60 for payment of the 2,700 plants received. They arrived all O. K., and are as nice plants as I ever received.

J. T. LEDLIE.

We cannot emphasize too strongly the importance of planting early. In this section the last two weeks in March are the ideal planting days. We cannot get our entire plantings out during those two weeks, but the ones we do get out then always start quicker, grow better and make better beds than those planted later unless conditions are very favorable.

**Early Planting** will pay big. We know this because with our large plantings we cannot get them all set at the ideal time. Often an advantage of ten days to two weeks in time of planting will more than offset the benefits of a good dressing of fertilizer on later plantings. This is not theory. It has happened in our experience a number of times. It was true this year. When a plant grower in the latitude of New York or Massachusetts can dig plants, berry growers in those sections should be setting their plants. This is a big advantage we can give growers in those latitudes. We can dig and ship plants earlier and have them right at hand for early planting.

**Setting the Plants.** Just before planting, the ground should be harrowed and made as level as possible. Then mark out the rows and you are ready to plant. There are a number of different methods of planting, but an ordinary garden or trowel or a flat dibble are the best tools to use. Whatever tool is used try to have the roots of the plant spread out fan-shaped, and be sure to have the crown at the surface of the ground—not below nor above.

In some sections where large acreages are planted, a small three furrowed list or row is run up with a plow and then leveled off with a rake or drag. This gives a nice soft planting bed, but unless the ground is quite moist the rows should be run up two or three days before planting to allow the moisture to rise, and then rake off just before planting. Plowing, harrowing thoroughly, and marking off rows is the best for small fields and gardens. It is best for larger fields unless the grower is familiar with other methods that have worked well under his conditions.

**Methods of Training.** The matted row, hill, and hedge row systems are most commonly used. We advise the hill and hedge row methods only for those who have used them and found them satisfactory or for those who know of others nearby who have used those methods successfully. They require more time, trouble, and expense. It is claimed for them that they make a larger yield of fine berries.

We prefer the matted row for both garden and for field culture. The extra foliage protects the fruit from scalding, makes them less sandy after a rain, and with us the yield of large, well-shaped berries is usually greater than with any other system. It is not so important to keep the row narrow, especially if the ground contains plenty of moisture. Varieties with large plants like Big Joe, Ekey, Chesapeake, Wm. Belt, Early Jersey Giant, Paul Jones, etc., rarely get either too wide or too thick. Very vigorous growing varieties that have small plants as, Senator Dunlap, McAlpin, Warfield, etc., on rich ground will set too thickly for fruiting purposes if not kept thinned.

Probably 90 % of all the strawberries grown in this country are grown in matted rows. Under average conditions and especially with present labor shortage we would not want to use any other system.

**Cultivation.** Young plants should be cultivated frequently after they begin to grow. This is done not only to keep down weeds and grass, but also to save more moisture. After heavy rains the soil will become hard and "bake," causing it to dry out quickly and be very cloddy when cultivated, unless the cultivation is done while soil is still damp. So it is best to cultivate as soon after a rain as condition of the soil will permit.

In seasons of severe drought constant cultivation keeps a "dust blanket" over the soil and prevents evaporation. So, even if no weeds or grass have started, it is advisable to cultivate frequently.

---

#### Never Got Any Except First Class Plants.

ALLEGHENY COUNTY, N. Y., January 14, 1920.

Will you kindly send me your 1920 catalog. I wrote for one last year, but failed to get it, and I bought plants of the \_\_\_\_\_ Co. They substituted, and the plants they sent were not fit to set and did not amount to anything. I bought plants of you the first year you were in the business when the only catalog you had was a single sheet folded. I lived at Lima, N. Y., at the time. I have had plants from you at times ever since, and never got any but good first class plants.

LLOYD S. CRANDALL.

A hoe and 12-tooth cultivator are the best tools to use. In general, the patch should be cultivated every ten days, or two weeks anyway. Skillful use of the cultivator will make necessary much less hand-labor.

Young plants, set out in early spring, will blossom freely at the regular blossoming season, and if not cut off, will set and bear quite a few berries. But it is best to cut these blossoms off so that the plants can make a more vigorous growth and be in better shape to bear a full crop of fine fruit the following spring.

**Manure and Fertilizer.** Thorough cultivation is the best treatment for a strawberry patch. Barnyard manure is the best fertilizer you can apply to the field. Applied broadcast before the plants are set (see Preparing the Land, page 7) is the best way to get them started early and make a good growth. Manure can be applied, as a top dressing on the plants, best in the fall. If handled in this way it acts as a mulch during the winter and is very beneficial to the fruiting beds in the spring.

If manure is not used, a high grade commercial fertilizer can be used to start the young plants off. Apply this broadcast before the plants are set or as a top dressing afterward. Never put it in a furrow under the plants unless in very moist ground. If stable manure is not used, a top dressing of fertilizer in the early spring will be very beneficial to the fruiting beds. For young plants just set or for fruiting beds any fertilizer containing 2-5% available ammonia and 5-10% available phosphoric acid should be satisfactory. We use a 5-8-5 fertilizer for top dressing in Spring.

**Perfect and Imperfect Varieties.** Perfect flowering varieties planted alone will mature a crop of perfect fruit. Imperfect flowering varieties should have perfect varieties planted with them, at least one row for every five or six. When two varieties are used in equal amounts, they are often alternated three or four rows of each. In our price-list, perfect flowering varieties are followed by "per"—imperfect varieties by "imp."

**Mulching.** A mulch is applied for one or all of three reasons: First, to protect the plants from freezing and thawing of the soil in winter; second, to keep the soil cool and moist during the season when fruit is being produced; third, to keep the berries from being spattered with dirt by rain during fruiting season.

The mulch should be applied in the fall. In the spring when plants begin to start this is raked to the center of the rows and there serves the purpose of retarding the growth of weeds and grass, keeping the ground loose and moist and the fruit clean. Use coarse manure, marsh grass, rye straw or similar material.

#### This Letter was Forwarded to Us.

HOPKINS COUNTY, KY., March 24, 1920.

MRS. J. W. SUMMERS,

Earlington, Ky.

DEAR MRS. SUMMERS:

Your letter received, and for your information I am enclosing herewith the W. F. Allen's Book of Berries of Salisbury, Md., which will give you the desired information, and will say further that these people are thoroughly reliable and send out the best rooted plants of any nursery I have ever had dealings with. I don't think you will miss it if you order the varieties that I have marked with a pencil in this little book.

Wishing you all kinds of good luck, I remain,

C. H. SKINNER.

#### Nicest He Ever Bought.

MARION COUNTY, FLA., January 15, 1920.

I got the plants O. K. I must say they were the nicest ones I have ever bought. I want to try out the Progressive, and I will probably give you a nice order some day if I can get the land. I believe they will do well here. Thanks for such nice ones.

M. W. McDAVID.

#### We Have Shipped Over 500 Orders for This Firm.

PHILADELPHIA COUNTY, PA., February 17, 1920.

From now on we will send you orders for strawberry layer plants which you may book for shipment at the proper time. These can be sent by parcel post as in the past, or large quantities by express. We trust that we will be able to do quite a large business this year. Would also state that your stock has been perfectly satisfactory, as we have not to date received any complaints of the stock you have forwarded direct to our customers.

HENRY F. MICHELL Co.

#### Delighted.

HILLSBOROUGH COUNTY, FLA., May 7, 1920.

Your plants were fine and I am delighted with same.

MRS. M. P. MILLS.



**Our Plants Have a Fine Root-System.**

## Starting Right

Don't handicap your efforts by using plants of poor or uncertain quality. For over 35 years we have been supplying highest grade strawberry plants to growers all over this country. Our plants this year are mostly grown on new land. We used over 1,000 tons of stable manure to make them strong and vigorous. The pictures on the front cover show how our plant fields looked on September 1, 1920. You can do no better than to start with some of these plants.

**1. Young Beds.** All of our plants are dug from young beds. Most of them this year are grown in fresh new land. (See front cover).

**2. Root-system.** Our plants are grown in a light, sandy loam soil. In this type of soil any plant can develop its root-system to the fullest degree. And, having a light soil, we can dig plants without breaking off any of the great bunch of roots. With plants grown in heavier soils, the roots cannot penetrate the earth and make the root-system they do here; and, even if they could, it would not avail in giving fine plants, as plants are not removed from heavy clay soils without breaking off many of the fibrous roots, the kind necessary to start plant growth. We repeat: The root-system of our strawberry plants is never bettered, seldom equaled.

**3. Sturdiness.** Our growing season is moderately long, just long enough to secure maximum development of both roots and crowns. Constant hoeing and cultivation and the tons of manure we apply help keep them healthy and in prime growing condition. The large size, good roots, and great vitality of our plants are a form of insurance, worth in itself, the cost of the plants. You want this kind.

**4. Healthy.** Our plants are healthy and vigorous as grown in the field. Furthermore, our plants are well cleaned; the dead and decaying stems and old leaves around the stems are trimmed off, so that it would be almost impossible to transmit diseases even if they were present.

**5. Hardiness.** Our plants are hardy anywhere in the United States or Canada, wherever strawberries are grown. We know this because our plants have given and are giving excellent results in the most northern berry growing regions.

---

### Care and Promptness.

MUSCOGEE COUNTY, GA., March 23, 1920.

The strawberry plants arrived safe yesterday. Thank you for your care and promptness in filling my two small orders. Thank you also for the extra plants included and the extra stamps returned. All the first plants you sent are growing nicely. I have not lost a single one, and no doubt the last ones will do as well. Your strawberry plants furnish their own recommendation to anyone who sees them.

MISS VESTA KING.

**6. True-to-Name.** Characteristic of all Allen's plants—we exercise greatest care in keeping plants straight when planting. All our plants are labeled in the field when dug and the label is never taken away until they are in the fields or gardens of our customers. All plants when dug are tied in bunches of 25 each and every bunch labeled.

**7. Packing System.** Our plants are dug fresh for shipment each day. As stated before, the roots of all our plants are moistened before packing. They are packed in light, strong crates. The tops of plants are packed outside to give air and prevent possible heating. The roots inside are well packed with light, moist sphagnum moss, to keep the roots and plants fresh and moist.

**8. Service.** After all, the thing that makes a successful business is plenty of satisfied customers. By good service we mean supply the best of plants, such as we have just been describing. But, more than this, we mean also, courteous treatment, fair dealing, promptness, and a willingness and desire to help in any way we can. These things go to make good plants and get them to you in good condition. That's why we feel justified in asking for your order. May we have it?

#### By far the Best.

MOBILE COUNTY, ALA., January 1, 1920.

Please send me your 1920 catalog, as I want 2,500 strawberry plants. I have bought plants from all the big plant companies, but your plants are by far the best.

W. W. FIELD.

#### As Usual.

SUFFOLK COUNTY, L. I., April 19, 1920.

As usual berry plants delivered on time and in A No. 1 condition. There may be an equal to the Allen family, but I do not think any one can surpass them. If they did there would be no use, as once an Allen customer, they still hang on.

HENRY R. BALL.

#### Growing Nicely.

NORTHAMPTON COUNTY, PA., April 4, 1920.

Received your berry plants and found them O. K. Very much pleased with them. Already planted and growing nicely.

I. D. STECKEL.

#### They Sure are Growing.

ELDORADO COUNTY, CAL., May 1, 1920.

Enclosed find \$5.00 for those berry plants, and thank you very much. Those berry plants you sent me are the best plants I have ever seen. They sure are growing. I will want lots of plants next year.

ALBERT TOOMBS.

#### True to Name.

CRAWFORD COUNTY, PA., May 26, 1920.

I received the last shipment of plants O. K. and set them out the same day. I like your plants because they are true-to-name and not mixed up and you have such good kinds of them.

FRANK MORRELL.

#### Finest Ever.

HARFORD COUNTY, MD., April 28, 1920.

I am in receipt of the finest strawberry plants I ever had in my life. They are all planted and we have a prospect of a very fine crop. Every attention will be given them. Thanking you for your promptness and assuring you of our future orders.

BESSIE GOVER.

#### Show up Unusually Well.

MIDDLESEX COUNTY, N. J., April 26, 1920.

The strawberry plants I ordered from you two weeks ago arrived in good order and since having planted show up unusually well. Kindly send me another hundred plants, for which find check enclosed. Permit me to compliment you on your very prompt attention to my previous order, altho a small one.

A. WERNER.

#### Wonderful Results From Our Plants.

FAIRFAX COUNTY, VA., June 2, 1920.

Enclosed please find postal order for \$18.00 for plants. They are doing fine. I have wonderful results from your plants. The berries are bringing 45c. and 50c. per quart, and \$15.00 per crate wholesale.

THOMAS TATE.

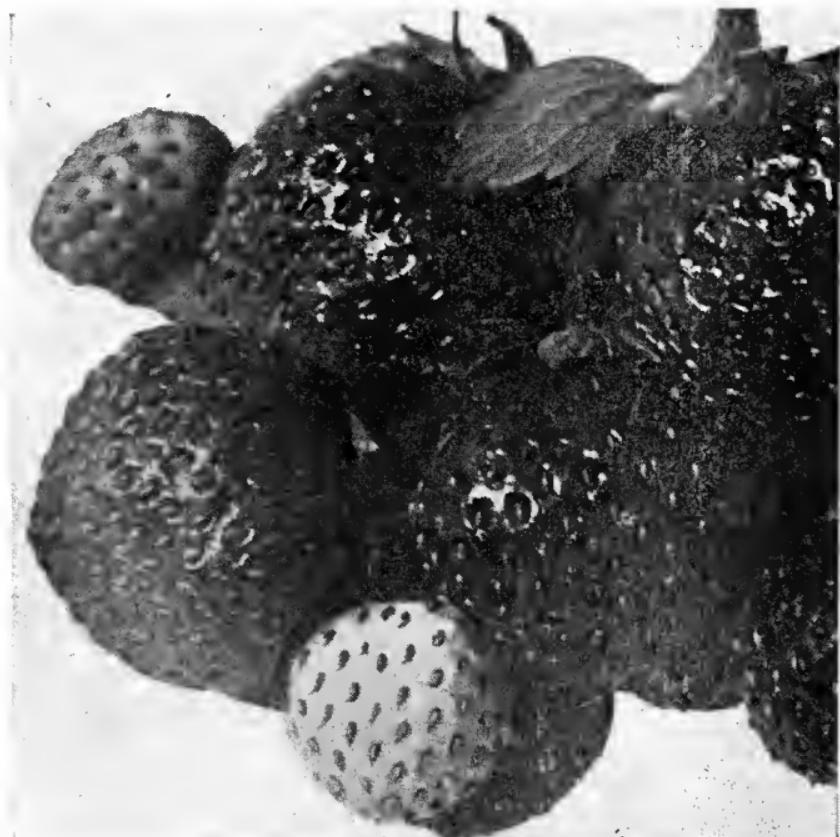
## Everbearing Varieties

Everbearing strawberries can be grown wherever other varieties are grown. Any good garden soil or any field that will produce good corn or other crops will grow strawberries successfully. Everbearing plants should be planted in early spring, hoed, cultivated and fertilized just as other varieties. For best results, the blossoms should be cut off until about the middle of July or first of August.

Some of our everbearing plants, set this March or April, will bear a crop of delicious berries the first year, commencing only a few weeks after the plants are set. If the ground is rich and moist, these can be allowed to commence fruiting earlier than August 1st, so that you can have strawberries all thru the summer, as well as in the fall. Given good land, good treatment and good growing conditions, every plant of the Progressive will produce an abundance of berries during the fall. No investment you can make will give the whole family more satisfaction and pleasure than a plot of these berries.

**PROGRESSIVE.** The very best of all the fall-bearing varieties and has been successful wherever planted. It is the only everbearer yet found, which does well in the South. There are a few places in the North, where Peerless seems to do better, but our advice to the great majority is stand by the Progressive. It leads them all, because of its remarkable yielding qualities. The richer the land, and the more manure you apply, the more good fruit you will get. The berries are medium in size, possibly not quite so large as Peerless, but they are produced in great abundance, and the berries are simply delicious in quality. If kept closely picked, the berries are firm enough to stand shipment. The most striking feature of the Progressive, is that you will get fruit a few weeks after the plants are set and that they continue to bear until freezing weather. If you like strawberries, you will get more pleasure in a plot of Progressive Everbearing than any way you could spend an equal amount. Try some and see. Price, \$15.00 per 1,000.

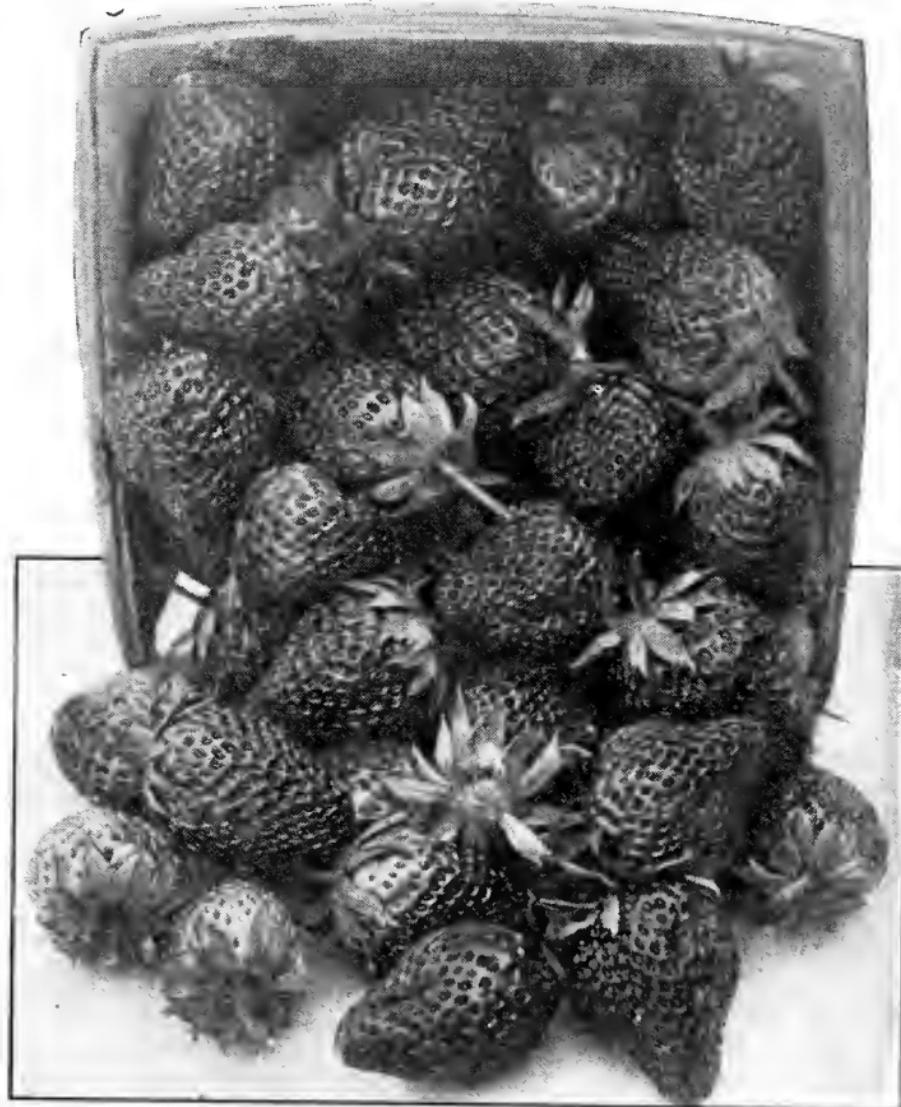
**Peerless.** Next to Progressive, the best of the everbearers. Vigorous grower. Berries larger and equal in quality to the Progressive, but somewhat harder to grow and not nearly so productive. Well worth trying in the middle and northern States, especially where a smaller yield of larger and fancier berries would be appreciated. Price, \$15.00 per 1,000.



**Peerless.**  
Except Progressive, the Best of the Ever-Bearing Varieties.

**Superb.** Very similar to Peerless, which is supposed to a seeding of Superb. Fruit handsome and of a good size, resembling the Cheapeake. Harder to grow than Progressive, and much less productive. Much liked in some sections where it has proven its worth. Our advice is, try a few Superb, but plant Progressive until Superb has been tried and found worthy in your own garden. Price, \$15.00 per 1,000.

**Americus.** Unexcelled in quality by any of the everbearers. With us it has been hard to grow and a rather shy bearer. Would probably do well under intensive garden culture. We advise trying it in a small way only. Price, \$15.00 per 1,000.



Premier.

*See description, page 14.*

## Extra Early Varieties

**Campbell's Early.** A strong, vigorous grower. Very productive of good-sized, rich red berries of handsome appearance and good quality. On our farms Campbell's Early is not nearly as good as Premier, but in New Jersey and parts of Delaware it is claimed by many growers to be the best money-maker grown. Two or three days earlier than Premier. Try some Campbell's Early for extra early crop, but until it has proven its worth, rely mainly on Premier. Price, \$8.00 per 1,000.

**Early Ozark.** Stands near the top as an extra early market berry, surpassed only by Premier and possibly Campbell's Early. Plants tall, dark green and absolutely healthy. Berries large, dark red in color, fairly good quality. Good shipper. Blossoms perfect. Price, \$8.00 per 1,000.

**Mitchell's Early.** A very vigorous grower. Blossoms perfect, berries medium size, excellent in quality. Price \$6.00 per 1,000.



**Missionary—a Very Popular Shipping Berry.**

*See description, page 17.*

#### **PREMIER.**

After another year's trial, we still call Premier the money-making king of all early varieties. We have never found anything to anywhere near equal it. Premier has no weak points. It is a vigorous grower, doing well on all types of soil. The plants are enormously productive, commencing early and bearing through a long season. They are beautiful in appearance, having a glossy, rich red color extending clear through and a bright green cap, which adds to their beauty. The berries are delicious in quality, and firm enough to ship to distant markets. It has no equal either for home garden, local market or as a shipping berry. Another point valuable to commercial growers is that being a fancy early berry a crop of Premier makes it easier to get pickers at the first of the season, and keep them for late varieties, than it would be if you had less desirable early berries or none at all. Mr. A. Muchring of Marion County, Mo., says, "We put out 1,000 of your Premier plants several years ago and have had had two crops and when put on the market, these berries attracted more attention than any other sort in town. They were almost twice the size you claim in your catalog." Mr. E. Corville Tol-eon, Queen Anne County, Md., says, "Last May I bought of you 50 Dr. Burrill, 25 Premier, 25 Kellogg's Prize, and 25 Chesapeake strawberry plants. This season I wish you could have beheld them. I gathered from them 182 quarts heaped up of as fine as ever was raised. Had they all been Premier I would have gotten 300 quarts. Dr. Burrill is good. Premier super extra." Mr. J. M. Donaho, Sumner County, Tenn., says, "Two years ago I bought of you 1,000 Premier. It is by far the finest early berry I have ever tried." We have a fine large stock of Premier, but the demand is enormous, some in every order, so we advise ordering early. Better miss anything else than Premier. See illustration, page 13.

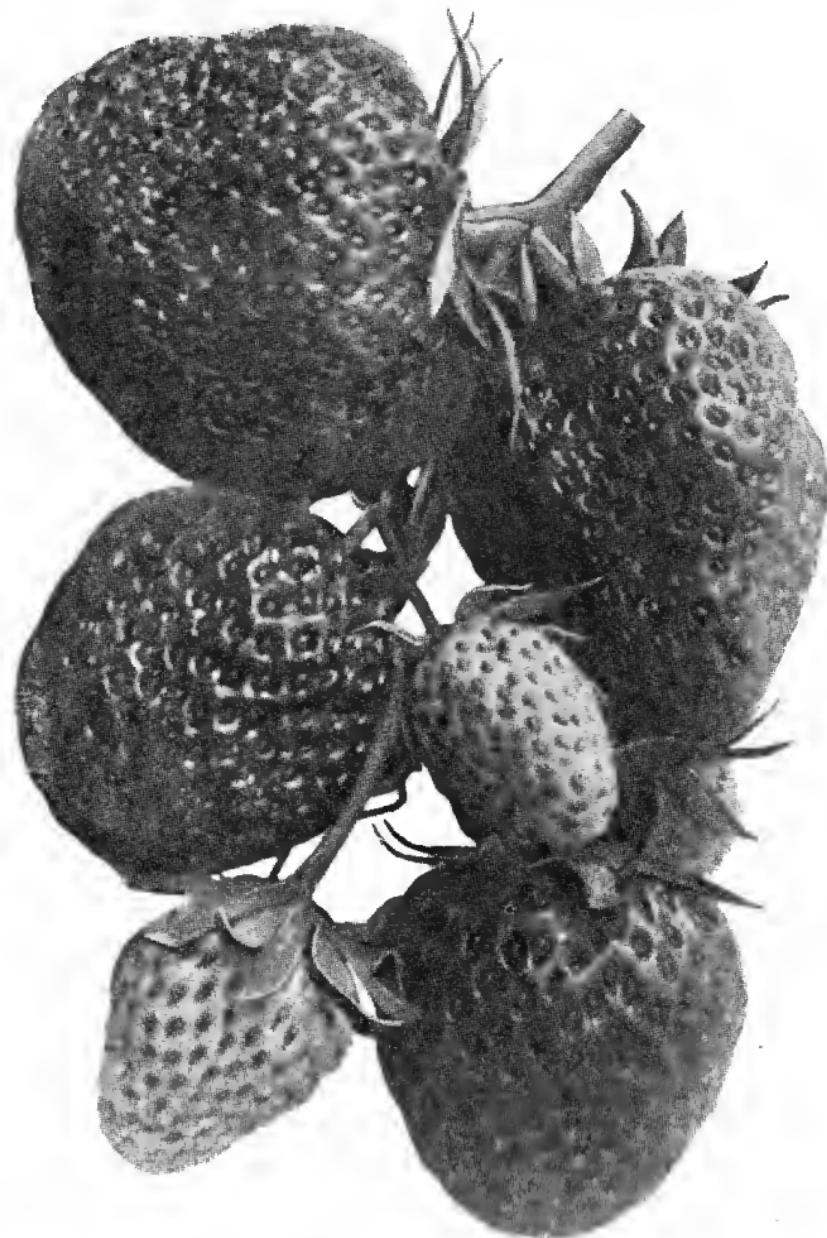
---

#### **Wants the Same Kind.**

DADE COUNTY, FLA., March 16, 1920.

Please quote us price on 500 Brandywine strawberry plants, the same kind you sent Mr. Hartman of Little River last spring. We just saw his patch yesterday, and we have never seen finer berries grown. He informed us that he had sold \$5,680 worth of berries out of two acres, and started to plant the first of November.

CURTISS-BRIGHT RANCH.



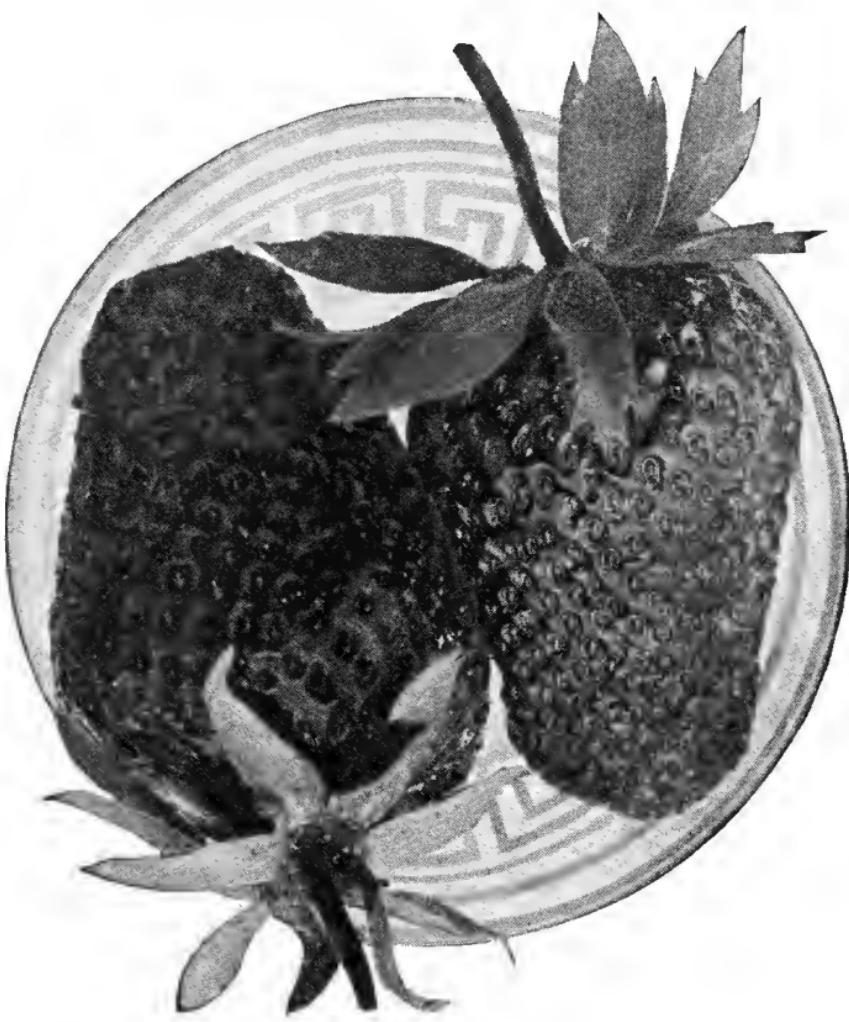
**Big Joe—Beautiful, Productive, Profitable.**  
*See description, page 18.*

## Medium Early Varieties

**Dr. Burrill.** After fruiting this for several years we find it to be just the same as Senator Dunlap. A vigorous grower and heavy cropper. Berries good size, good shippers, and good keeper. Excellent for canning and delicious for table use. Perfect blossoms. Fine pollinator. Price, \$6.00 per 1,000.

**Early Jersey Giant.** A very large medium early berry of highest quality. Conical in shape, deep red in color. Large green caps which makes fruit very attractive. Blossoms perfect. Berries large and firm and delicious in quality. Good for fancy trade. Price, \$8.00 per 1,000.

**Howard No. 17.** As we have never fruited this variety we quote from the introducer. "Plants strong and vigorous. It keeps green and healthy after yielding the largest crop. Berries ripen medium early and continue for a long time, though the bulk of the crop is produced in the first two weeks when prices are good. First berries are wedge-shape, soon becoming conical, never rough or misshapen. Berries very large, beautiful and of highest quality, holding size well to end of season. Berries grown in strong stems, easy to see and easy to pick with no dirty berries. Good shippers." After testing many varieties for years Howard No. 17 is claimed by the Connecticut Agricultural College to be the best of all. We can only say that it is a very healthy and vigorous grower and gives promise of living up to the claims of the introducer. Price, \$10.00 per 1,000.

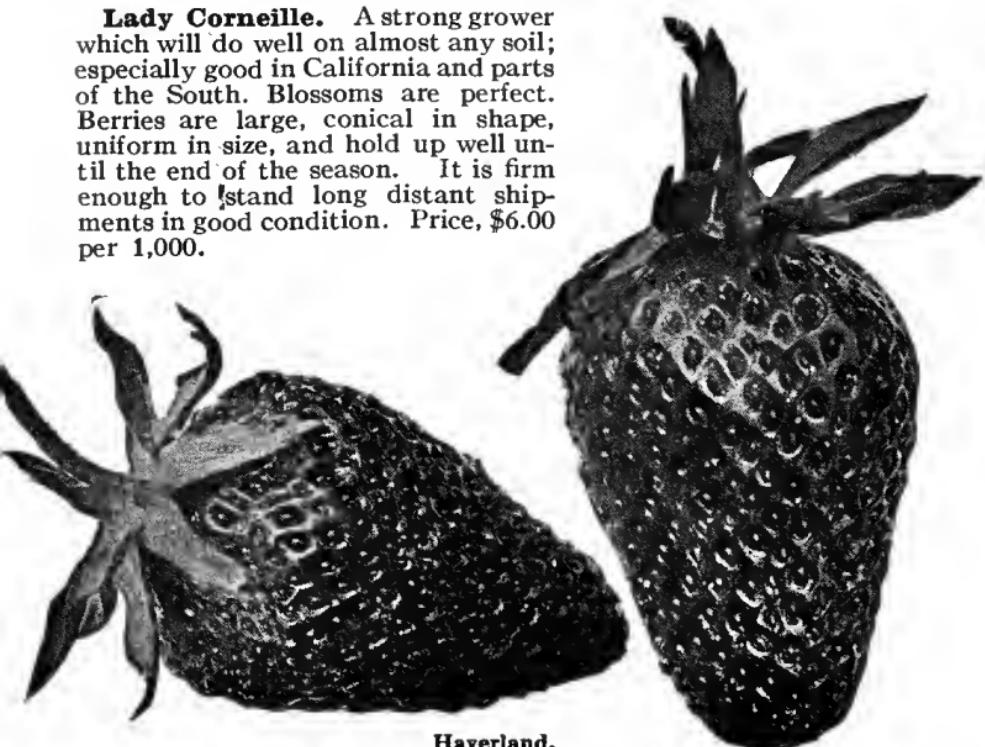


**Ekey**—as Good as it Looks.

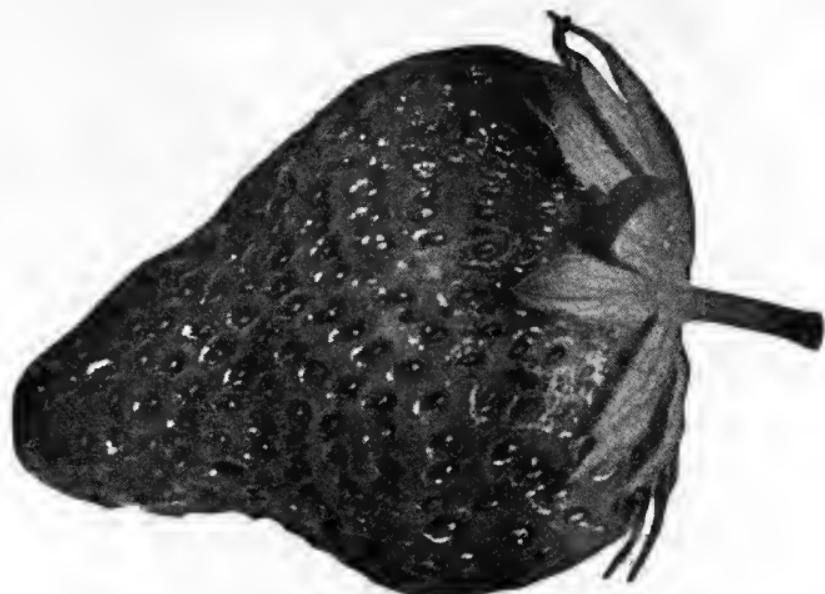
*See description, page 18.*

**Klondyke.** The leading market berry of the Southern States. The reasons it is so liked are many. The plant is a vigorous grower and quite healthy. It bears a good crop and the berries are medium to large in size, that ripen evenly all over and are rather light in color and most important of all, are firm enough to ship hundreds of miles and still go in market in perfect condition. Not a home-garden, or local market berry, but one of the best for shipping. Price, \$6.00 per 1,000.

**Lady Corneille.** A strong grower which will do well on almost any soil; especially good in California and parts of the South. Blossoms are perfect. Berries are large, conical in shape, uniform in size, and hold up well until the end of the season. It is firm enough to stand long distant shipments in good condition. Price, \$6.00 per 1,000.



**Haverland.**  
*See description, page 19.*



**Paul Jones—Most Quarts per Acre.**  
*See description, page 20.*

**Missionary.** A good standard market berry for many sections of the South. It is the very best variety for Florida. The fancy berries which we see on the Northern markets in the winter months, selling for 50c. and more per quart are Florida Missionaries. It will produce a crop with as little moisture as any variety we know of. The blossoms are perfect and the berries are of handsome appearance. Price, \$6.00 per 1,000 See illustration, page 14.

**SENATOR DUNLAP. (Dr. Burrill).** A universally good berry. Does well on any type of soil, in any locality. Plants rather small, but they have long fibrous roots which makes them good drought resisters. Berries medium to large in size, bright rich red clear through and of fine quality. Blossoms perfect. A strong pollinator, making it one of the best to plant with such varieties as Haverland, Paul Jones and Warfield. For the inexperienced grower, Dunlap is safe. For the experienced grower Dunlap is one of the best, if not the very best, medium early variety. It has been tried and found worthy. Price, \$6.00 per 1,000.

**Twilley.** Vigorous grower, healthy foliage, blossoms perfect. Berries long, light in color, with large bright green caps, making them very attractive. Quality good. Larger than Klondyke, more productive, and just as good a shipper. Price, \$8.00 per 1,000.

**Will Order From us Hereafter.**

WASHINGTON COUNTY, TENN., May 3, 1920.

I received your catalog this morning and thank you. I also received the two first orders of plants last night. They were in fine condition and I am much pleased with them. I ordered some from another party before I knew of you, and they came in desperately bad condition, and should I have occasion to order hereafter, I shall get them from you.

J. H. EPPS.

**They Surely are Fine.**

FAIRFIELD COUNTY, CONN., April 23, 1920.

Received my 1,000 Chesapeake and Big Joe plants all O. K. They surely are fine, and arrived in the very best of condition.

W.M. A. HICKOK.

**What Counts is Quality.**

HILLSBOROUGH COUNTY, FLA., March 3, 1920.

We could have bought plants much cheaper, but first cost of plants and seeds is not to be considered. What counts is quality and it is too late after setting or planting.

T. H. BELL.

**Finest He Ever saw.**

FRANKLIN COUNTY, KY., April 30, 1920.

Please send me at your earliest convenience 100 Senator Dunlap, 100 Haverland, 100 Aroma. I am enclosing check. My neighbor, Mr. A. G. Barrett, has just handed me your catalog. He says the plants you sent him are the very finest he ever saw. Hoping to receive the plants soon, I am,

J. A. POSSEY

## Mid-Season Varieties

**Abington.** An old standard. Berries large, good quality, blossoms perfect. Price, \$10.00 per 1,000.

**BIG JOE. (Joe Johnson) (Joe).** One of the most popular shipping berries on nearly all large markets. It is a strong grower, making plenty of plants for a good fruiting bed. The berries are large, bright red, and have large, light green caps, which makes the berries very attractive, and adds to the selling price. The quality is good and the berries are quite firm. It is a good shipper, and equally good for fancy local market purposes. One of the most productive. One of the best to plant with heavy-bearing imperfect flowering varieties like Haverland, Paul Jones, Big Late, Hustler, Sample, etc. Price, \$8.00 per 1,000. See illustration, page 15.

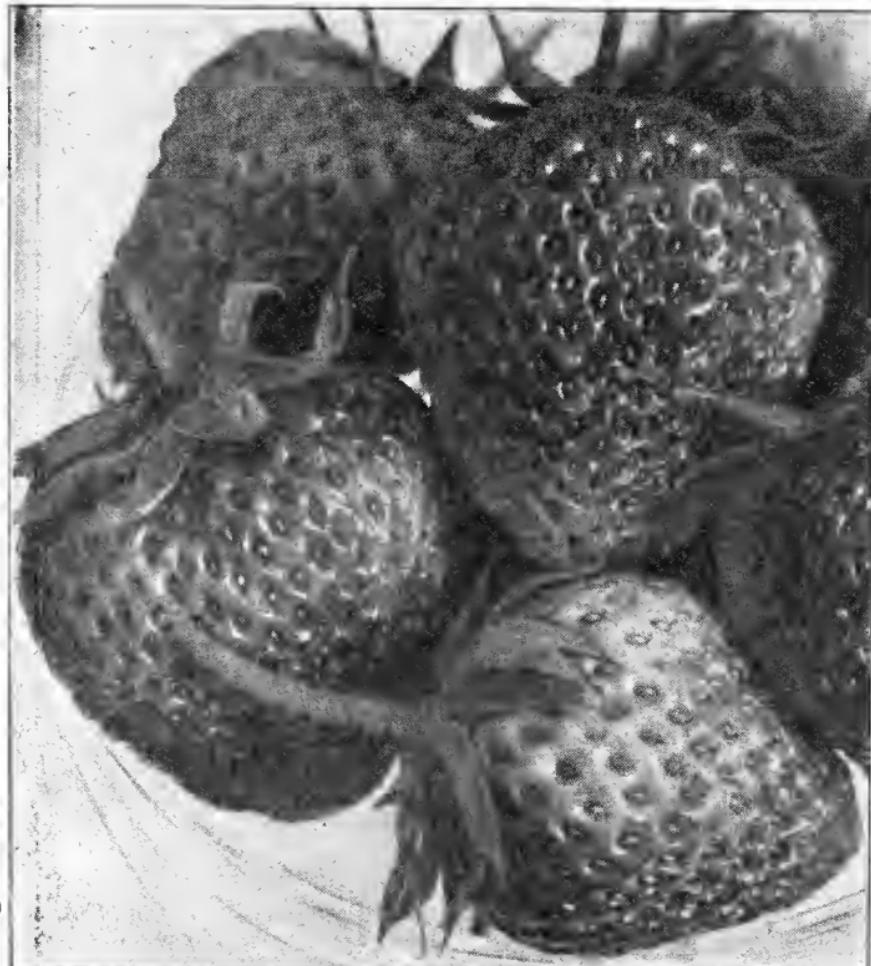
**Ekey. (O. I. C.)** A vigorous growing variety that you can depend on to give a big crop. The berries resemble in shape Haverland and Paul Jones, and is a good variety to plant with them. The berries are of good quality, and firm enough to ship, and the large bright green caps make it very attractive in appearance. We have used Ekey, planted with Paul Jones in our fruiting patches. We recommend them both. Price, \$8.00 per 1,000. See illustration, page 16.

**GLEN MARY.** In the Middle and Northern States where Glen Mary is at its best, probably no variety of strawberries will produce more quarts per acre. The berries are large, firm enough to ship, of handsome appearance and good quality. Glen Mary is a strong grower and produces an abundance of foliage. The blossoms are about half perfect, but carry enough pollen for their own fruit. However, we believe the size and quality of the berries can be increased by planting in a few rows of some strong pollinator, as Big Joe or Ekey. Price, \$10.00 per 1,000.

### They Were all Right.

Have received the plants and have them planted already. They were all right.

DAVID SELLENRICK.



**Big Late—Delicious and Very Productive**  
See description, page 21.

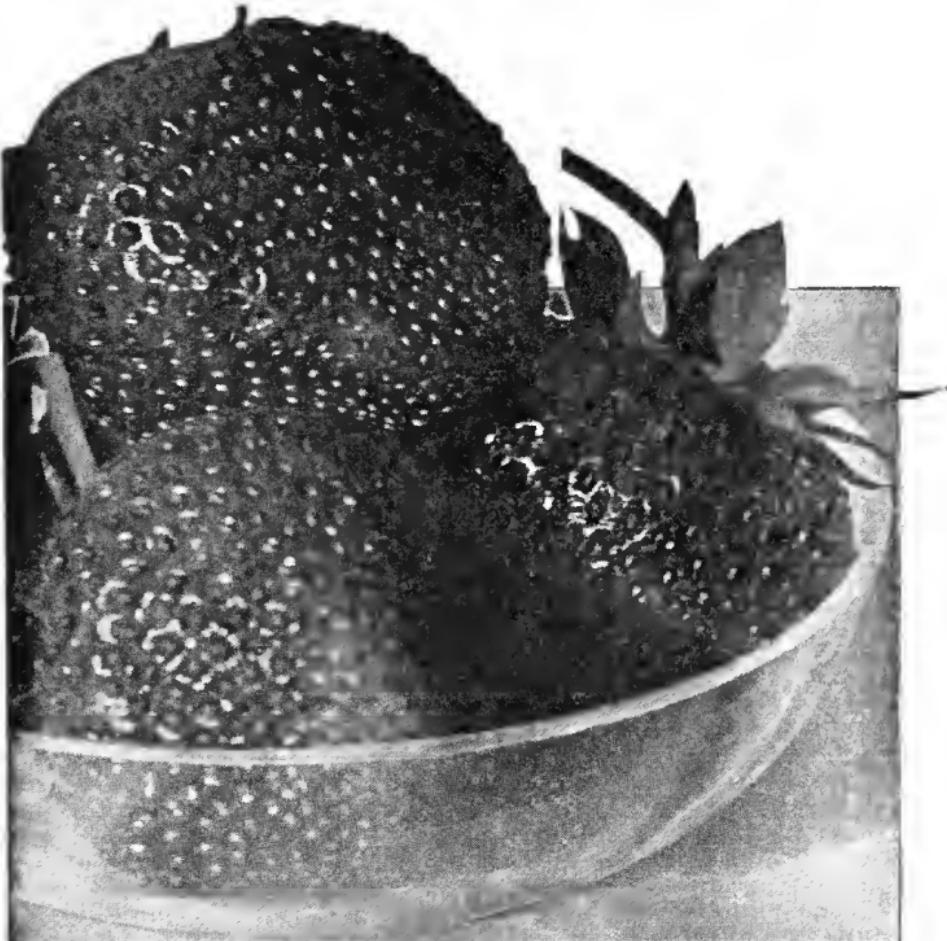
**Gold Mine.** Produces an abundance of strong, healthy foliage. The plants are very productive and the berries are beauties. They are large, bright red in color, with a handsome bright green cap, which makes them very attractive. The quality is very good. The fruit is similar to Big Joe in many ways. We have quite a few of them this year and they were one of our best money-makers, mostly because of their productiveness and the high price which they commanded. Price, \$10.00 per 1,000.

**HAVERLAND.** A very popular standard. This fruit is of large size, rather light in color and firm enough to stand shipment in good shape. Blossoms are imperfect and exceedingly hardy, making it very desirable where late frosts are likely. Dunlap, Big Joe, Eke, and Magic Gem are all good to pollenate Haverland. The plants should be well mulched, as the fruit stems are not able to hold the immense loads of berries off the ground. Price, \$8.00 per 1,000. See illustration, page 16.

**LUPTON.** One of the largest and most handsome berries we have ever seen. The plant is a vigorous grower and produces strong, healthy foliage. They are very productive, and as stated above, the berries are beautiful—they are uniformly large, bright red in color, with a large green cap which makes them doubly attractive. The quality is poor, but the berries are firm and will carry as well as any variety we have ever seen, not even excepting Klondyke and Twilley. On the large markets the appearance of berries is more important than quality—this being true, we believe the Lupton, by reason of its large size, handsome appearance and excellent shipping qualities, is destined to be one of the best money-making strawberries on our list. It is sold at the station for the highest price of any berries we had last year. Will sell in wholesale market with Chesapeake. Growers who ship fancy berries, try Lupton. Price, \$10.00 per 1,000. See illustration, page 20.

**Magic Gem.** A vigorous grower with leaves and stems very thick and tough, which makes it most resistant to insects and diseases. The berries are borne in great abundance and are very large in size, with a large, green cap and bright yellow seeds, making them very attractive. Price \$8.00 per 1,000.

**New York.** Vigorous grower. Quite productive of large dark red berries. It is the sweetest berry we grow and very popular for home garden planting. Price \$10.00 per 1,000.



Chesapeake—None Better.  
See description, page 21.

**Lupton**—a Money-Maker.*See description, page 19.*

**PAUL JONES.** Without exception, the most productive berry we have ever seen. A vigorous grower, making plenty of plants for a good fruiting bed. On high, sandy land, the plants produced for us over 5,000 quarts per acre and if it had all been as good as some of the more moist spots, we believe they would have produced 8,000 to 10,000 quarts, without any manure or fertilizer being applied, either at planting time, or in the spring before fruiting. The berries are rather long and conical in shape, resembling Haverland; but they are somewhat darker in color and more attractive in appearance. They are above medium in size ripen evenly all over, of good quality and a good shipper. We use this variety very largely in our fruiting patches. They will grow almost anywhere, and they certainly do produce the fruit. The blossoms are imperfect and should be planted with Big Joe, Dunlap, Gold Mine or Ekey. Where a large quantity of medium sized, good looking, good quality berries are wanted Paul Jones heads the list. Price, \$8.00 per 1,000. See illustration, page 17.

**Rewastico.** The berries are of a light cardinal red, uniformly large and regular in shape. The fruit is firm enough to carry to distant markets in good condition. The quality is good. Blossoms are perfect and rich in pollen. Price, \$8.00 per 1,000.

**Tennessee Prolific.** Berries medium size and light in color. Flesh fine grained and of good quality. Fairly good shipper. Very productive. Good pollinator. Price, \$8.00 per 1,000.

**Warfield.** Very popular for canning on account of its rich flesh and high color. It is a vigorous grower and persistent plant maker. If not allowed to get too thick it will produce a great crop of medium-sized, highly flavored and highly colored berries. Blossoms imperfect. Plant with Dunlap, Big Joe, Ekey or Magic Gem or Gold Mine. Price \$6.00 per 1,000.

## Late Varieties

**Amanda.** The largest berry we have ever seen. Plants are large vigorous and healthy. Blossoms are perfect. The fruit is dark red in color, somewhat irregular in shape and of good quality. It is very productive. Mr. Fred Harvey of Virginia says, "I have tried a great many strawberries, but have none ever approached Amanda in size, or productiveness, and no one that I know can excel you in either plants or packing." Price, \$10.00 per 1,000.

**Aroma.** The leading fancy market berry in many sections. Vigorous grower. Very productive. Blossoms perfect. Rich in pollen, making it good to plant with Hustler, Sample, Fendall, Kellogg's Prize, etc. Berries large, rich in color. Beautiful green caps make them show up well in the package. Excellent shipper. Sells with the best. Price, \$8.00.

---

### Fine Shape.

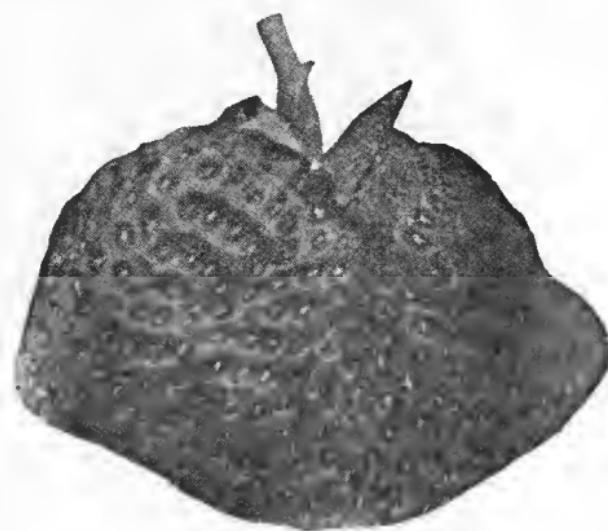
GRUNDY COUNTY, Mo., April 26, 1920.

The 1,000 Chesapeake arrived in fine shape. Thanks.

BRECKS & JONES.

**BIG LATE.** Ranks at the top with Premier and Paul Jones in productiveness. It is a very vigorous grower and a persistent producer. The great crop of berries averages large in size. They are shaped somewhat like Aroma, and have a bright glossy appearance with prominent seeds. In quality it ranks with Chesapeake, McAlpin and Wm. Belt. We unhesitatingly recommend it as one of the best late berries grown. Blossoms imperfect.

McAlpin, Big Joe, Ekey or Magic Gem are good varieties to plant with Big Late. Price, \$8.00 per 1,000. See illustration, page 18.



Wm. Belt.

See description, page 22.

**CHESAPEAKE.** The standard of excellence, by which most other fancy berries are compared. With fair growing conditions, just about enough plants are produced for a good fruiting bed, so that you are at no expense in thinning the plants. The foliage is very strong and healthy. The plants are very strong and robust and have very long roots, which make it one of the best drought resisters. Berries are uniformly large, with prominent yellow seeds and an attractive bright green cap, altogether, making Chesapeake one of the most beautiful and attractive berries in the package that we have ever seen. The berries are unexcelled in quality. The plants set a good crop and every blossom matures a berry, the last ones being just as large as the first. The flesh is very firm in texture and the berries will keep for many days in excellent condition, so that altogether it is an ideal berry for home use, for local market, or for distant shipment. One of the most valuable features of the Chesapeake, especially in the North, is that the blossoms don't start out until quite late, which makes it practically frost-proof. We have only about 150,000 of these this year and their universal popularity makes them go fast. Order early if you want Chesapeake. Price, \$12.00 per 1,000. See illustration, page 19.

**Commonwealth.** Needs rich soil and high culture to obtain the best results. Berries are of good quality, large size and high color. Price, \$12.00 per 1,000.

**Fendall.** Berries large in size, somewhat irregular in shape, light color, with large attractive green caps. Blossoms imperfect. Use Aroma or Big Joe to pollinate it. One of our customers in Indiana claims a yield of 15,000 quarts per acre from Aroma and Fendall. Price, \$8.00 per 1,000.

**First Quality.** At its best in New England and other Northern States. Berries large and pointed. Somewhat like Haverland, altho darker in color and of better quality than Haverland. Plants vigorous and very healthy. Blossoms perfect. Price, \$8.00 per 1,000.

**Gibson.** Berries large. Beautiful dark red in color. One of the most productive. Bears through a long season. Blossoms perfect. We believe this to be the same as Parson's Beauty. Price, \$8.00 per 1,000.

**Hustler.** A vigorous grower, making a few large, strong plants, rather than many small ones. The fruit is uniformly large in size and firm enough to ship to distant markets. The berries are rich scarlet in color, and excellent in quality. The blossoms are imperfect and should be planted with some perfect flowering variety. We recommend Big Joe and Aroma as being especially valuable to plant with Hustler. Price, \$12.00 per 1,000.

**Late Jersey Giant.** Berries very large, almost perfectly round. Highly colored and of good quality. Not very productive, but for fancy specimen berries for show purposes, it is rarely equaled. Price, \$12.00 per 1,000.

**McALPIN.** A very vigorous grower that will do well on light poor land, but also responds wonderfully to richer land and greater fertility. Will grow anywhere. The berries are medium to large in size, brilliant scarlet in color and unexcelled in quality. After a heavy rain during planting time the McAlpin will have less sand and dirt on the berries than any variety we know. This

is important, especially where mulching materials are scarce and high priced. Its excellent quality makes McAlpin a good one for the home or local market. It is also an excellent shipper, bringing top market prices. Beautiful in appearance, very productive and unsurpassed in quality. Price, \$8.00 per 1,000.

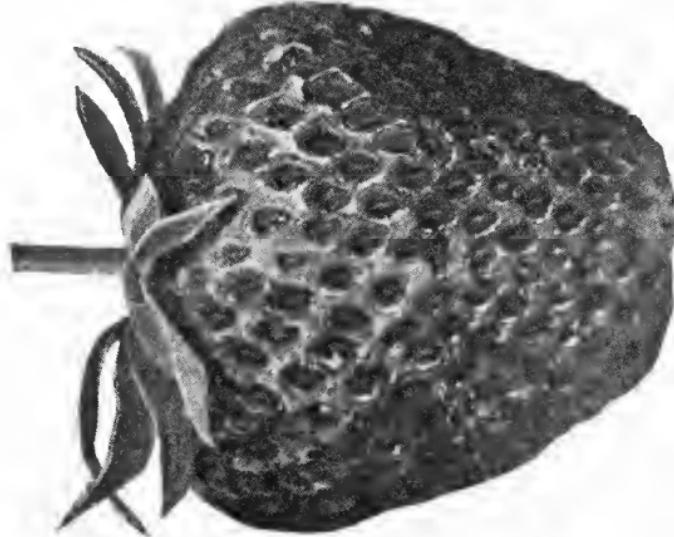
**Parson's Beauty.** Same description as for Gibson. Both varieties produce a great quantity of berries that are dark in color and part easily from the cap. This fact, and their rich dark red color make them fine for canning and preserves. Price, \$8.00 per 1,000.

**SAMPLE.** The berries are a perfect strawberry type, bright red in color, uniformly large in size, delicious in flavor and very attractive in appearance. It is very productive and firm enough to ship. Blossoms imperfect. Plant with it Aroma, Big Joe or Magic Gem. It is a very hardy variety, making it especially popular in the Northern States. Sample has stood the acid test of time and found to be pure gold. Price, \$8.00 per 1,000.

**WM. BELT.** For a long time Wm. Belt was the standard of quality—now it shares honors with the Chesapeake and McAlpin. Wm. Belt berries are large in size and somewhat irregular in shape. This variety is indispensable and it takes the lead whenever quality is important consideration. Wm. Belt is at its best in the Middle and Northern States, and in many sections it is the only variety wanted for home use or nearby market. The berries are large and of a bright, glossy color. When once tasted, these berries will sell themselves. Our plants of this variety are fine, and we believe those in the market who want something of highest quality for home use, or local market, can do no better than to plant some of our Wm. Belt. Price, \$8.00 per 1,000. See illustration, page 21.

## Very Late Varieties

**GANDY.** One of the best known of all strawberries. For best results, it should be planted in black swamp land, or in springy land with some clay in its makeup. Never plant Gandy in dry, sandy soil. Gandy has been and still is a great favorite on the market. It is not a heavy producer, but the berries it does produce are uniformly large in size, brilliant in color and have a large, bright green cap, which makes the berries very beautiful and attractive. We noticed in some of the Northern markets, Gandy quoted at 25c. to 40c. per quart wholesale, nearly all season, bringing more than almost any other varieties quoted. This fact is going to make a big demand for Gandy, and if you want some of this variety, get your order placed early. Price, \$8.00 per 1,000.



Gandy.

**KELLOGG'S PRIZE.** The berries are large and beautifully formed. They are firm in texture, which makes them good for shipping. Kellogg's Prize is one of the most productive very late varieties we have ever seen and it holds to size well until the end of the season. We believe it is fully as good as Sample, but a little larger, a little more productive and considerably later. Those who know and like Sample will do well to include

some Kellogg's Prize to extend their season. The blossoms are imperfect and should be planted with some variety like McAlpin. Win. Belt, or Gandy. Price, \$8.00 per 1,000.

**Orem.** This is the very latest berry we have. Used to extend the season as long as possible, especially by those supplying a local market. Berries are large in size, excellent in quality, and of handsome appearance. They bring good prices after most other fancy berries are gone. Price, \$8.00 per 1,000.

**Steven's Late Champion.** A vigorous grower and quite productive of large, bright red berries of good quality. Ripens very late, blooms late in the season, which makes it almost immune to late frosts. Very popular in New England and the Middle and Northern States. Price, \$8.00 per 1,000.

## Price List of Strawberry Plants

Page	Per 1,000	Page	Per 1,000
<b>EVERBEARING</b>			
12 Progressive (Per).....	\$15.00	19 Magic Gem (Per).....	\$ 8.00
12 Super. (Per).....	15.00	19 New York (Per).....	12.00
13 Americus (Per).....	15.00	20 Paul Jones (Imp).....	8.00
13 Peerless (Per).....	15.00	20 Rewastico (Per).....	8.00
<b>EXTRA EARLY</b>			
13 Campbell's Early (Per)....	\$ 8.00	20 Tennessee Prolific (Per)....	8.00
13 Early Ozark (Per).....	8.00	20 Warfield (Imp).....	6.00
13 Mitchell's Early (Per)....	6.00	<b>LATE</b>	
14 Premier (Per).....	10.00	20 Amanda (Per).....	\$10.00
<b>MEDIUM EARLY</b>			
15 Dr. Burrill (Per).....	6.00	20 Aroma (Per).....	8.00
15 Early Jersey Giant (Per) ..	8.00	21 Big Late (Imp).....	8.00
15 Howard No. 17 (Per)....	10.00	21 Brandywine (Per).....	8.00
16 Klondyke (Per).....	6.00	21 Chesapeake (Per).....	12.00
16 Lady Corneille (Per).....	6.00	21 Commonwealth (Per).....	12.00
17 Missionary (Per).....	6.00	21 Fendall (Imp).....	8.00
17 Senator Dunlap (Per)....	6.00	21 First Quality (Per).....	8.00
17 Twilley (Per).....	8.00	21 Gibson (Per).....	8.00
<b>MIDSEASON</b>			
18 Abington (Per) .....	\$10.00	21 Hustler (Imp).....	12.00
18 Big Joe (Per).....	3.00	21 Late Jersey Giant (Per)....	12.00
18 Ekey (Per).....	8.00	21 McAlpin (Per).....	8.00
<b>VERY LATE</b>			
18 Glen Mary (Per).....	10.00	22 Parson's Beauty (Per)....	8.00
19 Gold Mine (Per).....	10.00	22 Sample (Imp).....	8.00
19 Haverland (Imp).....	8.00	22 Wm. Belt (Per).....	8.00
19 Lupton (Per).....	10.00	22 Gandy (Per).....	\$ 8.00
		22 Kellogg's Prize (Imp).....	8.00
		23 Orem (Per) .....	8.00
		23 Steven's Late Champ (Per)	8.00

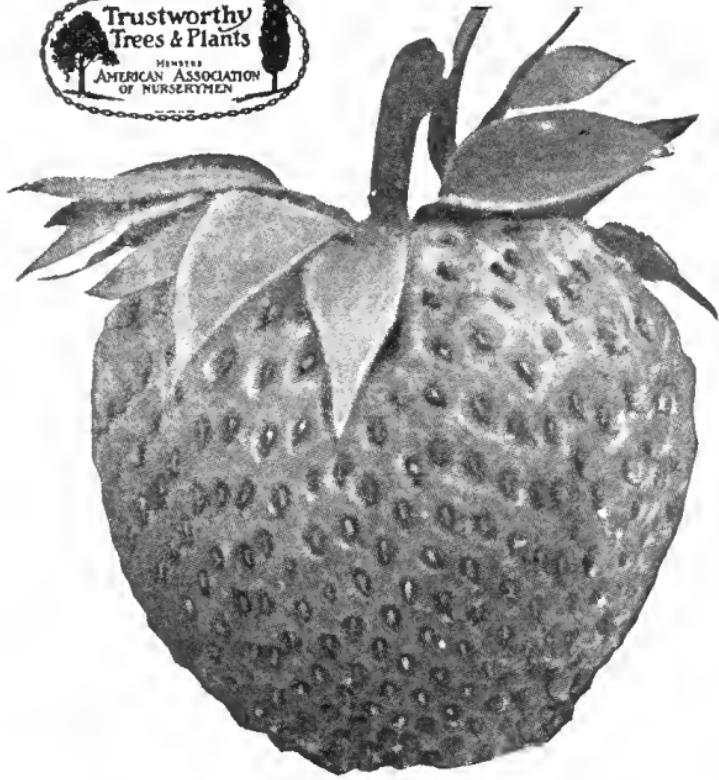
Varieties priced at following amounts per thousand will be sold in smaller quantities as follows:

	\$ 6.00	\$ 8.00	\$10.00	\$12.00	\$15.00
	per	per	per	per	per
	1,000	1,000	1,000	1,000	1,000
25 plants.....	\$ .40	\$ .50	\$ .60	\$ .60	\$ .70
50 plants.....	.60	.80	.90	1.00	1.30
75 plants.....	.80	1.05	1.25	1.50	1.90
100 plants.....	1.00	1.30	1.60	2.00	2.50
150 plants.....	1.30	1.65	2.05	2.50	3.20
200 plants.....	1.60	2.00	2.50	3.00	3.90
250 plants.....	1.90	2.35	2.95	3.50	4.50
300 plants.....	2.15	2.70	3.40	4.00	5.10
350 plants.....	2.30	3.05	3.80	4.50	5.70
400 plants.....	2.60	3.40	4.20	5.00	6.30
450 plants.....	2.80	3.70	4.60	5.50	6.90
500 plants.....	3.00	4.00	5.00	6.00	7.50
1,000 plants.....	6.00	8.00	10.00	12.00	15.00

**HOW TO SHIP.** All plants should be shipped by express or parcel post.

**Parcel Post Shipments.** As a general rule, over 20 pounds, or 500 plants will go cheaper by express than by mail. Strawberry plants, packed for shipment weight approximately 4 pounds per hundred. After making up your order, you can easily calculate the approximate weight, then ask your postmaster which zone from your postoffice, Salisbury, Maryland, is in. With the zone rate published below, you can easily calculate the amount of postage to send. Be sure to send postage enough. If you should send more than is required, the excess will be returned. If sufficient amount to pay parcel post charges are not sent with the order the plants will be sent by express collect, or by parcel post, c. o. d. for the amount of postage, as we cannot keep accounts and send bills for small items of postage.

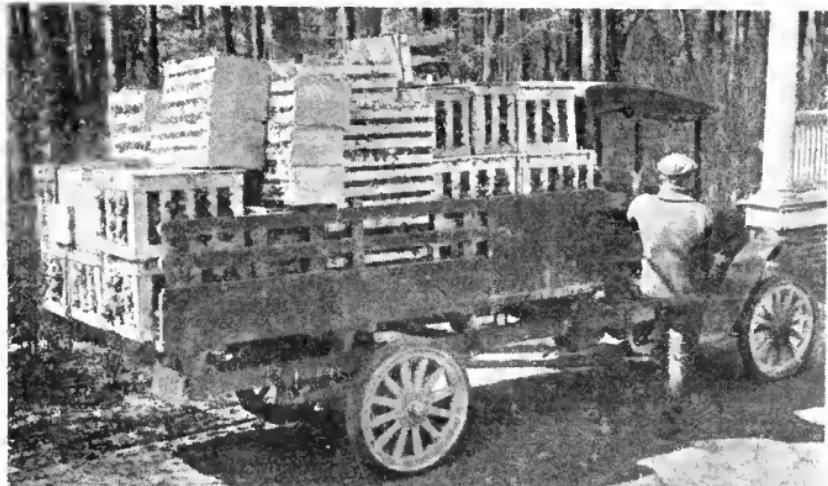
Zone.	1st Pound.	Additional Pound.
1st.....	5 cts.....	1 ct. for each or fraction
2d.....	5 cts.....	1 ct. for each or fraction
3d.....	6 cts.....	2 cts. for each or fraction
4th.....	7 cts.....	4 cts. for each or fraction
5h.....	8 cts.....	6 cts. for each or fraction
6th.....	9 cts.....	8 cts. for each or fraction
7th.....	11 cts.....	10 cts. for each or fraction
8th.....	12 cts.....	12 cts. for each or fraction



## THE W. F. ALLEN COMPANY SALISBURY, MD.



*Good plants, correctly labeled, well packed.*



*A truckload of plants ready for shipment.*